

Macworld

For immediate release

-- Premier Apple Industry Experts from Macworld Available for Savvy Post-keynote Analysis at Macworld Conference & Expo 2006--

SAN FRANCISCO, Calif., January 6, 2005 - Mac Publishing, the publisher of Macworld magazine and Macworld.com, today announces the availability of its uniquely qualified Mac and iPod experts for media interviews and commentary during Macworld Conference & Expo 2006 in San Francisco.

Macworld's editors offer unique and unparalleled expertise on the Mac and iPod industries, as well as Apple Computer in general, and can provide excellent analysis of Steve Jobs' keynote address on Tuesday at Macworld Expo.

"Macworld's experts are independent minded and intelligent about this market," said Jason Snell, Mac Publishing's editorial director. "Unlike other tech analysts, we spend all our time understanding Apple's products and strategy, as well as its corporate personality. As a result, our editors can provide uniquely detailed and independent analysis of all of Apple's strategic moves and product releases."

What: Exclusive availability to press for post-keynote analysis of Apple news and developments presented during the Steve Jobs' Keynote address at the Macworld Conference & Expo 2006.

Who: Jason Snell, editorial director; Dan Miller, executive editor; Philip Michaels, executive editor; Jim Dalrymple, news director; Christopher Breen, senior editor and iPod expert; Jonathan Seff, senior news editor. Individual bios and specific area of expertise can be found at <<http://www.macworld.com/info/staffbios/index.php>>.

When: Tuesday, January 10, 2006, immediately following Steve Jobs' keynote address.

Where: Macworld Conference & Expo, Moscone Convention Center, 747 Howard Street, San Francisco, Calif., 94103. Advanced arrangements are encouraged and can be requested at 510/528-0824 or by sending mailto: <naomi@well.com>.

Why: The incredible popularity of the iPod has catapulted Apple into a powerful position as a technology trend-setter. Both the iPod and Mac markets are growing beyond the conventional analysts' predictions, and Apple's iconoclastic strategy has frustrated industry-watchers who don't focus on Apple. To produce an insightful story about the day's developments, further proven expertise in this unique market is required.

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